



**North Carolina Department of Health and Human Services**

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Michael F. Easley, Governor

Dempsey Benton, Secretary

June 12, 2008

**MEMORANDUM**

**TO:** Division Directors

**From:** Linda Povlich

**Subject:** Support to Your Web Content Manager

Your appointment of a Web Content Manager to oversee your website(s) was a great move. This new governance structure is having beneficial ripple effects across our department's web presence as more attention is being paid to the web, the most public of all of our publications.

I'm writing to ask you to lend your vocal support to your Web Content Manager as we embark on a new departmental initiative. The department is beginning its first "certification" of all websites. This is a best practice. Last October, the requirement for certification was put into departmental policy.

All the Web Content Managers met for the first time in late May and discussed how to approach certification. Certification has two parts:

1. Monthly link checking by webmasters. All webmasters received notification about this earlier in the week. Every month, they will prepare a report about broken links and supply it to the Web Content Manager (and then fix them).
2. Annual review of all material on the division/office website by the end of October. In mid-June, Public Affairs will prepare lists of each page of the website. Content managers will identify content experts and assign them the pages in their area for review. (For smaller sites, the Web Content Manager may be the content expert.) Content experts will confirm that each page is relevant, that dated material is the most current available, and that the links are appropriate (or they'll request the appropriate changes to make them so).

**Please alert your staff to the need to cooperate with your Web Content Manager in this effort.** We're sure to uncover out-dated materials, some of which could be embarrassing to the department. Certification is key to managing the tens of thousands of pages we have on the web.

(Your Web Content Manager and webmasters are listed in the departmental website registry at <http://www.ncdhhs.gov/redesignproject/dhhswebsiteregistry.xls> )

